

Message Text

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ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-05 DRC-01 RSC-01 /017 W

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R 201011Z JUN 74

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 2812

UNCLAS TEL AVIV 3355

PASS COMMERCE FOR BROOKS RYNO - BIC/OIM/SAD

E.O.11652: N/A

TAGS: BEXP, IS

SUBJECT: FOOD PROCESSING & PACKAGING TRADE MISSION

1. DESPITE FACT THAT PRESIDENTIAL PARTY ARRIVED IN ISRAEL WITHIN 24 HOURS AFTER TRADE MISSION, AND COMMERCIAL ATTACHE HAD TO DEPART FOR ECONOMIC/COMMERCIAL OFFICERS'S CONFERENCE IN TEHRAN, THE PLANNED PROGRAM WAS CARRIED OUT AS SCHEDULED WITH GREAT SUCCESS. AT CLOSE OF FIRST DAY IN ISRAEL (SUNDAY 6/16) IN WHICH WERE SCHEDULED VISIT TO THE ISRAEL INSTITUTE OF PACKAGING, LUNCH WITH OFFICIALS OF THE ISRAEL AMERICA CHAMBER OF COMMERCE AND LEADING ISRAELI INDUSTRIALISTS IN THE FIELD OF FPP, AND RECEPTION AT AMBASSADOR'S RESIDENCE, MISSION MEMBER DAVIS STATED THAT HE HAD ENOUGH SERIOUS ENQUIRIES TO OCCUPY HIM FOR A MONTH. PRESIDENTIAL VISIT DIMINISHED LOCAL TRADE MISSION PUBLICITY AND ATTENDANCE AT RECEPTION, NEVERTHELESS, ALL BUSINESS MEN IMPORTANT TO THE MISSION ATTENDED, AS DID DIRECTOR-GENERAL OF MINISTRY OF COMMERCE & INDUSTRY, THE MOST IMPORTANT ISRAELI GOVERNMENT OFFICIAL AS FAR AS MISSION ACTIVITIES ARE CONCERNED. MARKET IS SOPHISTICATED, EXPANDING AND REQUIRES TECHNOLOGICALLY ADVANCED AND LABOR-SAVING CAPITAL GOODS AS OFFERED BY MISSION. EMBASSY STAFF PERFORMED MAGNIFICENTLY IN GRINGING KEY BUSINESSMEN

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TO CONFERENCE WITH MISSION MEMBERS AND ARRANGING MEANINGFUL PLANT VISITS. MEMBERS HAVE ESTABLISHED

RAPPORT WITH DECISION MAKERS IN INDUSTRY FOR FUTURE BUSINESS.

2. FOLLOWING IS A SNYOPSIS OF RESULTS:

ACTUAL SALES OR FIRM ORDERS BOOKEDNONE
PROJECTED SALES DURING NEXT 12 MONTHS.....\$1,300,000
REPRESENTATION AGREEMENTS SIGNED.....NONE
AGREEMENTS BEING NEGOTIATED.....2
TRADE LEADS DEVELOPED.....19

3. A GREAT NEED EXISTS FOR EXPANDING COOLING/FREEZING FACILITIES LOCAL BUSINESSMEN ARE IMPRESSED WITH PRICES OF TURN-KEY PROJECTS, ALTHOUGH ALL ARE CONCERNED WITH ISRELI CUSTOMS DUTIES. SEVERAL MISSION MEMBERS PLAN ON RETURNING SOON AND ONE ISRAELI BUSINESSMAN WILL VISIT UNITED STATES IN AUGUST TO INSPECT MACHINERY, AND WILL PROBABLY PLACE SUBSTANTIAL ORDERS.

4. NO FINANCIAL OBLIGATION OUTSTANDING AND ALL EXPENDITURE WITHIN BUDGET.

5. CHANGED AIRLINES ACHEDUEL FROM 1500 TO 1820
NECESSISTATED STEBBINS, HOAR, PETERSON AND RENDELI'S DEPARTURE JUNE 19 TO MEET SCHEDULE IN CYPRUS. DAVIS AND GIRTON HAD MADE PRIOR COMMITMENTS AND WILL DEPART AT 1820 ON JUNE 20, ARRIVING LATE FOR RECEPTION.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TELAV03355
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740161-0644
From: TEL AVIV
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740627/aaaaawpf.tel
Line Count: 88
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 19 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 JUN 2002 by phillir0>; APPROVED <14 JAN 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOOD PROCESSING & PACKAGING TRADE MISSION
TAGS: BEXP, IS
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005